

IN THE CLAIMS:

1. (currently amended) A computer-implemented method for product selection assistance, said method comprising:

receiving a product category selection;

processing the received product category selection using the computer by matching the product category selection against a product database to determine a plurality of matched products;

displaying a product matrix comprising a product entry for each of the matched products, each product entry comprising a model identifier and at least one product configuration parameter associated with the matched products;

presenting a product configuration question relating to the at least one product configuration parameter displayed in the product matrix, wherein said presenting the product configuration question comprises presenting the product configuration question associated with a selected product configuration parameter chosen from the at least one product configuration parameter;

receiving a product configuration answer; and

processing the product configuration answer using the computer by responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix, wherein said processing the product configuration answer by responsively updating comprises removing the selected product configuration parameter from the product matrix and displacing the selected product configuration parameter and the product configuration answer to a visible location outside the product matrix; and